

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings of claims in the application:

**Listing of Claims:**

1. (Currently amended) A communications network having multiple users using an instant messaging (IM) application, wherein the users are viewing multiple television programs, the network comprising:

- a display device for each of the users;
- plural display windows at the display device, the plural windows for simultaneously displaying multiple content, wherein a first display window displays a broadcast television program and wherein a second display window displays content from the instant messaging (IM) application;
- an IM server in communication with the display device for managing IM content in the form of IM messages among the users, the IM server operated by an IM service for receiving and sending the IM messages among the users; and
- a separate survey server in communication with the IM server for receiving and storing instant messaging content from each of the users, the instant messaging content comprising IM messages sent among the users and a program ID associated with each of the sent IM messages, the program ID identifying the broadcast television program being viewed by each user, the survey server for aggregating IM content including program IDs from the users corresponding to the multiple television programs being viewed by the users, so that video programming activity ~~[[by]]~~of multiple users viewing television programs can be tracked on a real time basis at the server in order to reflect moment-by-moment the level of instant messaging activity corresponding to multiple television programs being viewed by the multiple users, and the survey server for generating reports on the tracked programming activity;

wherein personal profile information for the users is entered at a profile screen on the display device and is stored at the IM server in conjunction with managing IM content, and wherein such personal profile information is provided from the IM server to the survey server, so

that programming activity being tracked at the survey server can be associated with demographic information of the users collected from the personal profile information, without the demographic information having to be separately entered by users apart from the IM application.

2. (Canceled)

3. (Previously presented) The network of claim 1, wherein the broadcast television program is provided over one of a plurality of selectable television channels, and wherein the display device is a television screen.

4. (Previously presented) The network of claim 1, wherein the instant messaging content further comprises:

a personal ID associated with a user of the IM application.

5.-8. (Canceled)

9. (Previously presented) The network of claim 1, wherein the instant messaging content further comprises a selectable telephone communications display element, and wherein a telephone communications line is established over the communications network between the user at the display device and a remote user, when the telephone communications display element is selected.

10. (Previously presented) The network of claim 9, wherein the telephone communications line is connected at a telephone device separate from the display system, and such telephone communications line uses the public switched telephone network (PSTN).

11. (Canceled)

12. (Previously presented) The network of claim 1, wherein a user at the display device is a subscriber to a VDSL service, and wherein the VDSL service provides telephone, television programming and internet access service to the subscriber over the communications network.

13. (Previously presented) The network of claim 1, wherein television programming is provided to the display device by a satellite television service.

14. (Previously presented) The network of claim 1, wherein television programming is provided to the display device by a cable television service.

15.-16. (Canceled)

17. (Previously presented) The network of claim 1, further comprising:  
a set top box for each of the users for receiving the broadcast television program and the program ID identifying the television program, wherein the IM application captures the program ID at the set top box so that the program ID identifying the broadcast television program being viewed by each user changes when the television program being viewed by that user changes.

18. (Previously presented) The network of claim 1, wherein the display device further includes a set up screen used by each of the users to set up an instant messaging session, and wherein the program ID is entered by the user at the set up screen.

19.-20. (Canceled)

21. (Previously presented) The network of claim 9, wherein the programming activity tracked at the survey server includes activity relating to the selection of the telephone communications display element so that telephone activity between users is included in the tracked programming activity.

22. (Previously presented) The network of claim 9, wherein keywords in IM messages are tracked at the survey server, so that the occurrence of the keywords is included in the tracked programming activity.